

Online Media Rooms ... Benefits and Uses

In a Web 2.0 world, where digital communication is the standard, immediate access to information about your company is not only a good business practice, it is essential.

Creating an online media room is an effective and efficient way to make information available 24/7/365.

If you're unconvinced that your business is in need of an online media room, consider the following:

Working in the news is no longer a 9 to 5 job. Members of the media are on tight deadlines at all hours of the day; they need information that is fast and accurate.

An online media room provides direct communication to interested parties and allows your company to control its message (it's better for audiences to hear the message straight from the source rather than from third parties).

Adding an online media room to your Web site is more cost effective than distributing collateral material, and it can be updated and maintained easily.

Storing information online is an easy way to track who is interested in your company. With some simple software, you can see who visits your site, when they visit, and what they look at. This is especially effective for generating leads.

Online media rooms can host a variety of communications methods, from

press releases to embedded videos and audio recordings.



Joining the online revolution will not only make your job easier, journalists and interested business prospects alike will appreciate the rich, detailed and accessible information you provide.

A media room does not have to be overly technical or complex to be helpful. In fact, keeping it simple makes the site easier to navigate. Keep in mind the following when you are creating your media room:

- **Business Overviews:** Have brief information posted about your company, its leaders, its business segments; whatever would help a novice to quickly learn about your company.

- **Post Media Releases:** List them in reverse chronological order so readers see the most recent release first. You can also organize releases by business segment or topic.
- **E-Alerts:** Distribute e-mail alerts when you have posted a new press release or receive breaking news.
- **Images:** Post thumbnails, low resolution and high resolution photography. Providing a broad range of graphics makes coverage more probable.

There are numerous formats and functions that can be used to create an effective media room, but the choices can be overwhelming.

Seeking a public relations firm to assist you in the process of building a media room will ensure that your site meets the needs of your company, your audience and the media.

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